

March 22, 2013

FOR IMMEDIATE RELEASE

Contact: Jay Singh

805-756-2129; jasingh@calpoly.edu

Cal Poly to Host Seminar on Packaging, Logistics and Food Safety in Monterey in May

SAN LUIS OBISPO – Cal Poly will host a packaging seminar designed to give fresh produce companies an edge in packaging, logistics and food safety May 20-21 at the Monterey Marriott Hotel in Monterey.

The seminar, “freshPACKmoves 2013,” will focus on packaging innovation; food safety and traceability; sustainable packaging solutions; and cold chain logistics for fresh perishables.

Panel sessions anchored in real-world applications and science-based insight will provide deeper understanding of these issues. In an interactive environment, participants can engage with fellow professionals and experts in their fields, sharpening their skill-set and benefiting from the wisdom of experience, said Professor Jay Singh, director of the Cal Poly’s Orfalea College of Business Packaging Program.

“This is where technical know-how and the evaluation of fresh packaging trends meet, and the participants can derive valuable takeaways for their business,” Singh said.

The seminar will also feature a Solutions Panel workshop to encourage a discussion of specific questions and challenges shared by seminar attendees. Participants will also have an opportunity to take field tours to the major grower/packer/shipper operations in the Salinas area.

The seminar is especially suitable to those responsible for translating perishable quality initiatives into packaging, supply chain logistics, and food safety solutions for their company. This could include new product development directors and managers; packaging designers and technicians; marketing directors and managers; sustainability program directors and managers; food safety and quality assurance directors and managers; purchasing personnel; process engineers and operations managers; and management staff in fresh product operations, processing plants, transportation, distribution centers, and retail stores. In addition, regulators, industry suppliers, media, and other professionals focusing on perishables could benefit from attending.

For details or to register, visit www.freshpackmoves.com, email freshpackmoves@gmail.com, or call Cal Poly Industrial Technology faculty member Koushik Saha at 805-756-1677.

###

